



## **NEWS RELEASE**

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### **ATN TO LAUNCH FOUR MORE CHANNELS IN OCTOBER**

**TORONTO September 27, 2005: Asian Television Network International Limited (ATN) (TSX Venture-SAT) is delighted to announce the launch of four more Digital Channels to bring its line up to eleven Digital Specialty Channels serving the fast growing population of the South Asian Community in Canada. The new channels are: ATN Zee Cinema, ATN Zee Gujarati, ATN Aastha & ATN Bangla and will be launched on October 13, 2005 and will be on air 24 hours a day – 7 days a week.**

**The current channels already in operation include ATN's flagship channel ATN-ZEE, ATN B4U, (Bollywood for you). ATN-Alpha ETC Punjabi, ATN-Jaya TV, ATN-ARY, CBN, the Commonwealth Broadcasting Network, and the most recently launched Sony Entertainment Television, SET Asia.**

**Following the launch of the above four channels on Rogers Digital Cable, ATN will soon add the most awaited New Delhi Television (NDTV) which is India's No. 1 English news channel.**

**With the addition of the above noted channel, the total number of channels owned and or operated by ATN in Canada will increase to twelve. We expect these to contribute very significantly to an already expanding subscription revenue base for the company.**

**ATN in collaboration with Rogers Digital Cable and the Canadian Cable & Satellite industry is planning to offer the most compelling and comprehensive and affordable bundle of South Asian Programming across Canada.**

**For more information visit [www.asiantelevision.com](http://www.asiantelevision.com)**

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